OIPE JC105 DEC 27 2004 PATENT & TRADEMARK OFFICE

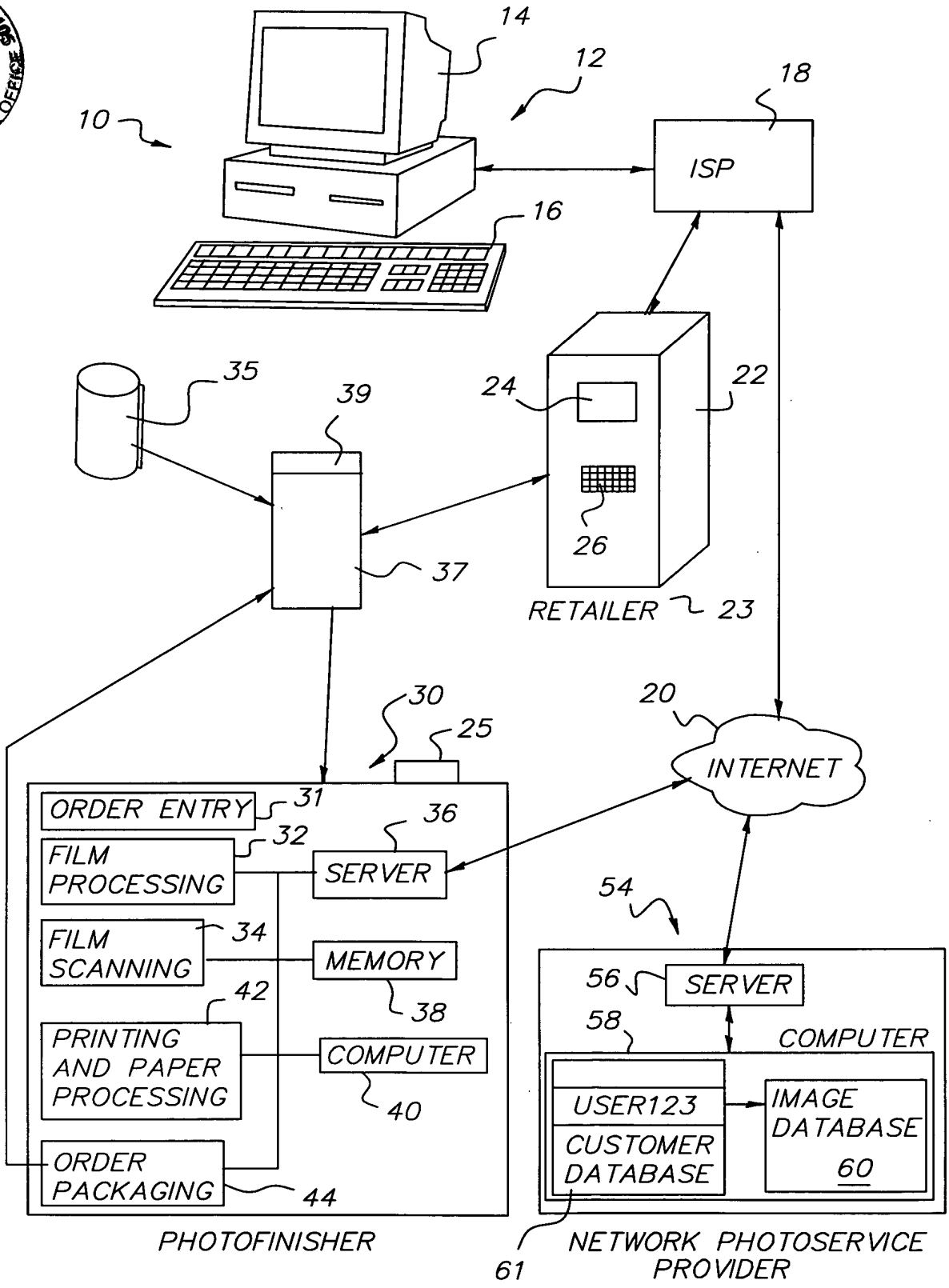

FIG. 1

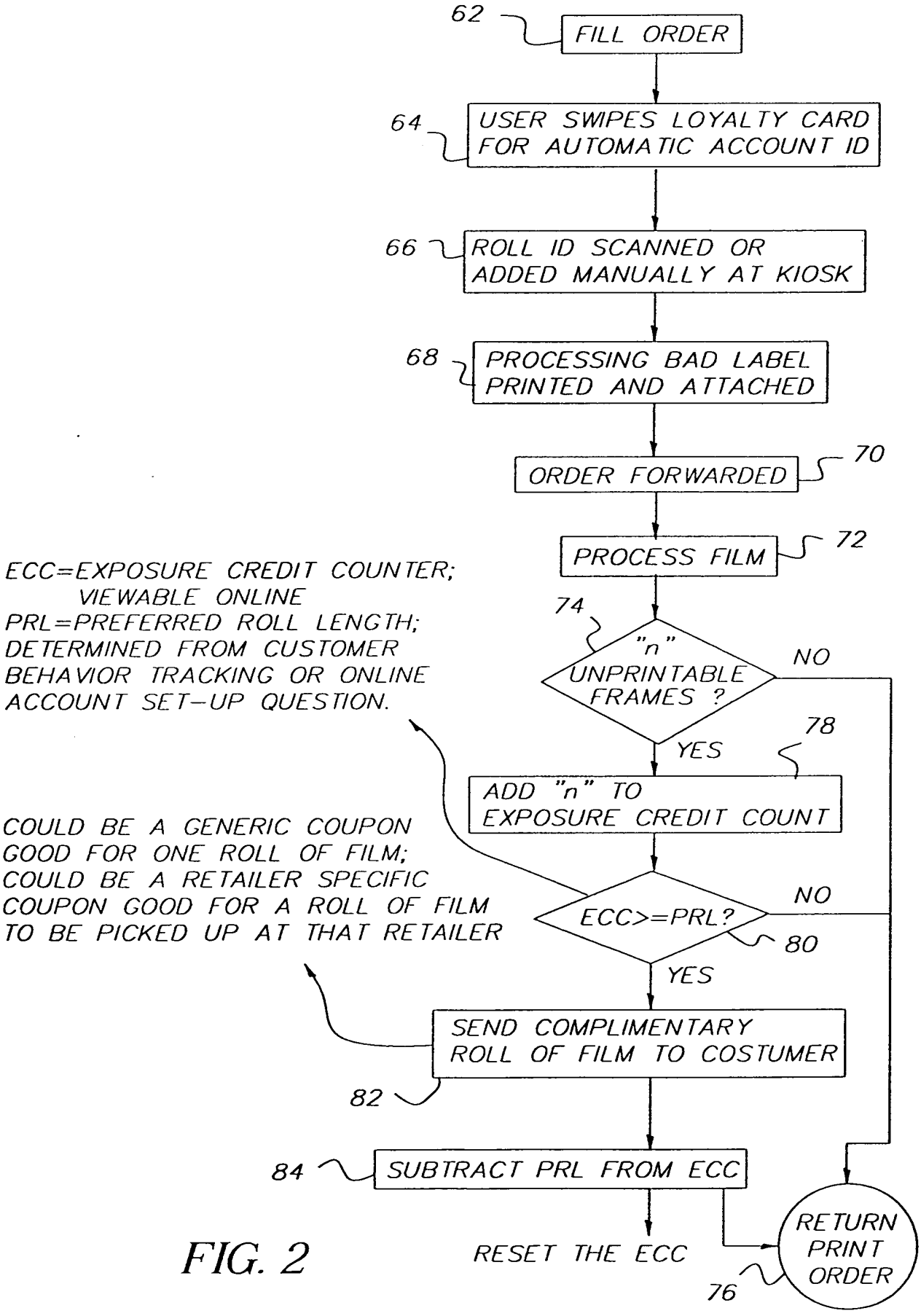
62
FILL ORDER
64
USER SWIPES LOYALTY CARD FOR AUTOMATIC ACCOUNT ID
66
ROLL ID SCANNED OR ADDED MANUALLY AT KIOSK
68
PROCESSING BAD LABEL PRINTED AND ATTACHED
ORDER FORWARDED
70
PROCESS FILM
72
ECC=EXPOSURE CREDIT COUNTER; VIEWABLE ONLINE
PRL=PREFERRED ROLL LENGTH; DETERMINED FROM CUSTOMER BEHAVIOR TRACKING OR ONLINE ACCOUNT SET-UP QUESTION.
74
"n" UNPRINTABLE FRAMES ?
NO
YES
78
ADD "n" TO EXPOSURE CREDIT COUNT
COULD BE A GENERIC COUPON GOOD FOR ONE ROLL OF FILM; COULD BE A RETAILER SPECIFIC COUPON GOOD FOR A ROLL OF FILM TO BE PICKED UP AT THAT RETAILER
ECC>=PRL?
NO
80
YES
SEND COMPLIMENTARY ROLL OF FILM TO COSTUMER
82
84
SUBTRACT PRL FROM ECC
RESET THE ECC
RETURN PRINT ORDER
76

FIG. 2